

### **REMARKS**

In the Office Action, the Examiner rejected to claims 1-31 under 35 U.S.C. 102(e) as being unpatentable over Angles et al. (US 5,933,811). Claims 1, 10, 17, 21, and 26 have been amended to overcome the 102(e) rejections.

Amended independent claim 1 is directed to a system for providing personalized content to an e-commerce customer at a customer computer. The system includes a web page stored on a client web server and a content management server. The web page is downloadable to the customer computer and includes at least one image to be displayed on the customer computer and personalized content delivery code to be executed by the customer computer. Upon its execution by the customer computer, the personalized content delivery code causes the customer computer to: (a) retrieve an identity of the e-commerce customer if saved on the customer computer; (b) create an identity of the e-commerce customer if the identity of the e-commerce customer is not saved on the customer computer; (c) retrieve a session ID if saved on the customer computer; (d) create a session ID if the session ID is not saved on the customer computer or if the session ID that is saved on the customer computer is expired; and (e) send a query to a content management server that includes the identity of the client, the identity of the e-commerce customer, and the session ID. The content management server receives the query from a customer computer via a data network, identifies personalized content to be displayed to the e-commerce customer on the customer computer and returns a response to the customer computer via the data network that identifies the personalized content. The personalized content is identified based upon the identity of the client and the identity of the e-commerce customer.

Limitations were added to claim 1 directed to the session ID. As is described in the present application at page 26 line 25 to page 27 line 2, "[t]he session ID is a customer ID that is

valid for a particular time period, e.g., twelve (12) hours, and serves to correlate events occurring during a particular session that the customer has with the client's web site.” The session ID is a piece of information that is maintained on the customer computer, that is valid only for a period of time relating to the corresponding customer’s current activities, and that is used to generate personalized content for the customer.

Angles et al. fails to disclose the generation or maintenance of a session ID on the customer computer. Angles et al. fails to disclose determining whether the session ID is valid and, if it is invalid, generating a new session ID. Angles et al. fails to disclose the creating of a session ID if the session ID is not saved on the customer computer or if the session ID that is saved on the customer computer is expired. Angles et al. fails to disclose sending a query to a content management server that includes the identity of the client, the identity of the e-commerce customer, and the session ID. Angles et al. fails to disclose generating a response based upon such a query. For these reasons Angles et al. fails to anticipate amended claim 1 and claims 2-9 that depend from claim 1.

Amended claim 10 is directed to a method for providing personalized content to an e-commerce customer and includes limitations directed to receiving a query from a customer computer. The query includes the identity of a client, the identity of the e-commerce customer, and a session ID. The method also includes identifying personalized content based upon these items contained in the query and returning a response that identifies the personalized content. For the reasons stated with reference to claim 1, claim 10 and claims 11-16 that depend from claim 10 are allowable.

Amended claim 17 is directed to a downloadable web page having limitations similar to those required by claim 1. Thus, claim 17 and claims 18-20 that depend from claim 17 are

allowable for the same reasons state above with reference to claim 1. Amended claim 21 is directed to a content management server that services queries from customer computers. These queries include the limitations described with reference to claim 1. Thus, claim 21 and claims 22-25 that depend from claim 21 are allowable for the reasons stated above with reference to claim 1. Amended claim 26 includes limitations similar to those of claim 21 and thus, claims 26-31 are allowable for the same reasons.

Thus, all pending claims are now allowable and a notice of allowance is courteously solicited. Please direct any questions or comments to the undersigned attorney at the address indicated.

Respectfully submitted,

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